Attachment B

Annual Public Information Program

Messages **Water Supply Information**	▪ Know your water sources and suppliers ▪ Regional water supply and drought management planning ▪ Short and long-term water supply outlook ▪ Regional response to drought ▪ Promotion of Website
Water Conservation Program **"Use Water Wisely"** **Water Conservation Tips** (emphasis on inside uses under NORMAL conditions and outside uses during WATCH conditions)	▪ Use water wisely - limited resource - we all depend on it - if everyone saves a little, we all save a lot - saves money - helps protect the environment - saves energy *GENERAL WATER CONSERVATION TIPS* - Change wasteful habits - Repair leaks promptly - Install water saving devices - Plant water conserving plants - Minimize lawn watering - Places to conserve water *INDOOR CONSERVATION TIPS:* ▪ Conserve water in the bathroom (repair leaks; shower instead of taking a bath; limit time of showers; turn off tap when brushing teeth; install water saving plumbing fixtures and models) ▪ Conserve water in the kitchen (install faucet aerators; run dishwasher only when there is a full load; store water in refrigerator instead of cooling water by running tap; repair leaks; use garbage disposal less, compost is better) *OUTDOOR CONSERVATION TIPS:* ▪ Conserve water outside (use hose nozzles that can be cut off or adjusted; let grass grow taller and mow higher as taller grass is more drought resistant; plant in the fall or Spring when watering requirements are less; use pool covers to reduce evaporation; use mulch around plants to conserve water; repair leaky hose connections)
Communication Tools	▪ Public Service Announcements (radio/television) ▪ Billing Inserts (utilities) ▪ Brochures/Flyers ▪ Central COG Internet Site with links to water supply utilities and local governments ▪ Campaign Logo ▪ Maps ▪ Public Events NOTE: This effort would be conducted throughout the year in an ongoing effort to maintain an adequate level of public education and awareness about wise water use, regional water supplies, and the coordinated regional drought management

Attachment B

Water Supply and Drought Outlook Reporting (continued)

Annual Briefings (May)	▪ COG Board Media Briefing ▪ COG CAO's ▪ Meteorologists (conducted with individual meteorologists) Focus: Water Supply Outlook and plans for upcoming season
Monthly Briefings (June – October)	COG Board – updated water supply outlook (in the event of a drought shifts to water supply and drought plan)
Annual Media Kickoff Briefing Messages	1. "Know your water supply/suppliers (surface and groundwater as well as inter-relationship)" 2. "Wise Water Use" 3. "Here is why the region is better prepared" 4. Reservoir capacities and use 5. Water supply outlook 6. Introduction of new triggers and actions and awareness efforts and how it will be used 7. Points of contact (sources for information in each locality) 8. Regional facts and figures (population, annual rainfall, regional environment 9. Promotion of web site(s)
Briefing Handout Materials	1. Map of Regional Water Sources 2. Flow Chart of Water Supplies 3. Table of Water Suppliers (Co-op and Non Co-op) 4. Fact Sheets